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TOP STORIES

Macao hits the jackpot

The small Chinese territory is more than just a mecca for baccarat and slots, but gambling has spawned many export opportunities for Canadian exporters. From agri-food to infrastructure and security, exporters may want to put their bets on Macao.

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Selling Canadian quality

A new guide on branding Canadian food and agriculture products aims to bolster our image as reliable and quality-conscious suppliers and helps exporters in this sector market themselves and Canada. see page 2

Armenia comes into its own

The former Soviet republic has not only risen from the shadows of its communist past, but in just over a decade, the country is staging an economic recovery that is getting the world's attention. In January, hundreds of Armenian businesses will be headed to Toronto and Canadian exporters may want to be there too.

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Normerica finds a home in the land of opportunity

A Canadian company out of Gormley, Ontario, is one of several Canadian exporters of building products that has had success recently in the U.S. mid-Atlantic states, which include eastern Pennsylvania, Delaware, Maryland, Virginia and the District of Columbia.

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Shipments of Canadian meat to Egypt set to rise

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Canada

Canada releases branding guide for food sector

Knowing Canadian food and agriculture products are second to none, marketing experts from the food and agriculture sector collaborated with Agriculture and Agri-Food Canada and provincial partners to develop a branding Canada guide for exporters.

Quality is in our Nature: A Guide to Building and Managing the Canada Brand for Food and Agriculture contains valuable information to help exporters strategically market Canada as a supplier of high-quality, safe, innovative and customer-focused products.

The guide is based on studies measuring perceptions of Canada's agriculture and food sector among buyers and consumers in key markets: the U.S., Mexico, Japan and the EU.

Although the global marketplace is highly competitive, a comprehensive strategy offers increased visibility and opportunities to leverage Canada's positive image, say government officials.

"Brands are built over time and created by the efforts of many," says Janice Vansickle, Executive Director of Branding Management at Agriculture and Agri-Food Canada. "This strategy is about finding what the world wants from us, and delivering—one transaction at a time in a consistent fashion."

While the studies paint Canada as a reliable supplier of safe, high-quality goods and as trustworthy, environmentally aware, competent and credible, they also indicate Canadians are seen as traditional, and lacking innovation and business drive. The branding strategy can help overcome these negative perceptions.

The studies, which reveal ways the Canadian industry can differentiate themselves from the competition, led to the development of a brand promise or mission statement for governments and sector participants: "We are committed to earning our customers' trust in Canadian agriculture and food products every day through our relentless pursuit of excellence in all that we do."

The guide also promotes the public images of the brand, including a stylized maple leaf and ribbon and the tag line: *Quality is in our nature.*

Companies and associations must sign a usage agreement for use of the visual elements of the brand.

Realizing the potential of the Canada brand is a long-term, cooperative effort by everyone, say officials. This guide kick-starts the process.

For more information, go to **www.brandcanada.agr.gc.ca**.

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Macao set to become gambling capital of the world

Macao, the Special Administrative Region on the southern coast of China, has hit the jackpot.

Gambling revenues in the former Portuguese colony are expected to surpass those in Las Vegas this year. But just as it becomes a magnet for tourists and baccarat enthusiasts, Macao is also becoming a convention and entertainment powerhouse—and Canadian exporters can steal the show.

The economic growth all started in 2002, when Macao eliminated a 40-year-old gaming monopoly and when China liberalized individual travel there one year later. "With that surge in economic activity, opportunities came fast in a wide range of sectors, from agri-food and infrastructure to entertainment and security," says Francois Rivest, Senior Trade Commissioner with the Canadian Consulate General in Hong Kong.

"You just have to look at the agri-food sector," says Rivest, who points out that Macao has become one of Canada's most important markets for food products. "The influx of tourists means high-end Canadian food products will be in demand," he says. This includes beverages, seafood products and ready-to-serve pastry products.

He says there is also demand for retail-ready, pre-packaged gift food like confectionery and premium food and beverage items. But Rivest turns his attention to entertainment, which he says goes hand-in-hand with a gambling mecca.

After becoming a Special Administrative Region of China in 1999, Macao enjoys a high degree of autonomy in all matters except national defence and foreign affairs.

"Foreign cultural performances and exhibitions, including those from Canada, are becoming more popular and opportunities are opening up for Canadian artists and performers. He explains that in 2008, a permanent facility for Quebec's Cirque du Soleil will open at the Venetian resort hotel, which is currently under construction in Macao. The 1,800-seat facility will bring this unique Canadian entertainment experience to thousands of tourists each year.

The development of upscale resort hotels like the Venetian has also opened up opportunities for design and engineering professionals. Canadian architects, interior designers, engineering consultants and exporters with innovative building products are well-positioned to take advantage of Macao's growth. Training for human resources in the hospitality sector is another area Canadian firms may wish to pursue.

Infrastructure opportunities don't end at hotels and casinos.

Rivest says that Canadian companies are also well-placed to take part in large infrastructure and transportation projects such as the underwater tunnel linking Macao proper to Taipa Island, a 35-kilometre bridge linking Macao to Hong Kong and Zhuhai, and the recently announced $600 million, 22-kilometre elevated light metro project. Several Canadian firms are pursuing the opportunities to supply the traffic control surveillance and journey time indication systems to these projects.

To cope with this sharp rise in tourists and the increasing number of casinos, Rivest points out that additional security measures are being adopted at both border control points, casinos and hotels.

"There's another way Canadian companies can get in on the action. After all, Canadian security technology companies in travel document authentication, access control, closed circuit television and metal detectors have excellent competitive advantages when it comes to meeting Macao's security demands." And there are resources to help Canadian exporters meet these demands.

The Macao Trade and Investment Promotion Institute, the trade and investment promotion arm of the Macao government, has established the Macao Business Support Centre which helps to reduce initial setup costs for foreign investors by providing them with office facilities and secretarial services.

"This helps exporters become familiar with Macao's business and government environments," says Rivest. Successful applicants can stay up to four months in the Centre and an extension of two months is also allowed under special circumstances.

For more information, contact Eunice Wong, Canadian Consulate General in Hong Kong, email: **eunice.wong@international.gc.ca**, fax: (011-852) 2847-7441.

Normerica finds a home in the land of opportunity

The counties surrounding greater Washington, D.C., are some of the wealthiest in the United States. Fast-appreciating property values and low interest rates have provided homeowners in the region with the incentive to renovate their houses or build new custom ones. A Canadian company that specializes in massive handcrafted products has been busy helping.

A Normerica timber frame home

Normerica Authentic Timber Frame Homes, based in Gormley, Ontario, is one of several Canadian exporters of building products that has had success recently in the U.S. mid-Atlantic states, which include eastern Pennsylvania, Delaware, Maryland, Virginia and the District of Columbia.

Normerica was introduced to Great Falls Construction, a U.S. custom home builder, at an event sponsored by Canada's Trade Commissioner Service (TCS) and Canada Mortgage and Housing Corporation International (CMHC), which introduced Canadian exporters to the Custom Builders Council of Northern Virginia. After the event, Normerica made regular follow-up calls with Great Falls Construction until there was a project available which was suitable for its Canadian timber frame system.

Working with the builder and architect, Normerica provided custom design options for the timber frame portions of the home. A cost-effective price, coupled with a total service commitment and on-time delivery, were required to ensure the project's success.

The result was a unique custom-built home in northern Virginia featuring Canadian custom timber.

Normerica's business development manager, Henry Brenzel, is now working to expand the company's business in the mid-Atlantic region by focusing on other interested builders, architects, realtors and developers.

Brenzel says selling in the mid-Atlantic is similar to their experiences elsewhere in the U.S., including Colorado, New York, Maine and Georgia.

"There are some challenges in entering this market, perhaps the greatest one being the slower-than-expected growth of timber frame construction and the difficulties in creating and developing rewarding long-term relationships with the builders and architects," says Brenzel.

As Normerica has shown, exporters who are focused and diligent in their efforts to build relationships will have success in this market.

But what attracted Normerica to explore the mid-Atlantic region as an export destination?

"We had done some market studies ourselves that highlighted the potential for us in this region. Our initial involvement with the Custom Builders Council of Northern Virginia through CMHC International and the TCS was also crucial," he says.

The mid-Atlantic region is also appealing for the high-end investment that wealthy American homeowners are prepared to make. Custom homes in the region start at $1 million, although $2 million and up is more common. The renovation and upgrade market is equally impressive.

Trade officials worked closely with CMHC International to promote Canadian building products and services in this region and to develop a network of architects, builders and distributors to assist Canadian exporters.

Priscilla Prias, a trade consultant with CMHC International in Toronto, stresses the importance of local partnerships.

"Following our February 2002 mission to the region, we met with the Custom Builders Council of Northern Virginia and then Custom Builders USA. These groups have provided a means for us to reach out to the building community and showcase high-end Canadian products. As a result of initial introductions facilitated through these relationships, several companies have had success selling to this market in the past year and a half," says Prias.

Normerica learned about the services of Canada's trade commissioners at the annual Construct Canada trade show in Toronto.

"We would absolutely recommend the Trade Commissioner Service and CMHC International to others," says Brenzel.

For more information, go to **www.infoexport.gc.ca** or contact Angela Dark, Canadian Embassy in Washington, D.C., tel.: (202) 682-7745, fax: (202) 682-7795, email: **angela.dark@international.gc.ca**.

Armenia eyes many B2B opportunities with Canada

Toronto, January 18-20, 2007 > Armenia may be off the radar for many Canadian exporters, but that just may change with **Expo 2007**, a business-to-business exposition that is expected to attract hundreds of Armenian exporters.

Today, the former Soviet republic boasts one of the fastest growing markets in the Caucasus region, due in part to major economic reforms.

"Armenia has one of the most liberal trade regimes in the world," says Vahram Pirjanian, President of the Canada Armenia Business Council. This status is especially noteworthy given the country's hardships as a result of the collapse of the Soviet Union in 1991. After the collapse, the economy was hit hard and its gross domestic product per capita fell by 75%.

But 1994 marked a turning point, when Armenia's government revamped its fiscal and monetary policies which put the country on the road to economic recovery.

And Canada has started to reap the benefits of this reform. Information technology is one of Canada's leading exports to Armenia and Armenian exports to Canada are mainly comprised of finished products and services such as jewellery, apparel, beverages and other manufactured goods.

But Pirjanian believes more can be done to deepen Canada-Armenia trade relations.

"In the past, questions always revolved around Armenia's political environment. Now, we are asked how and where to make investments in Armenia. It is possible to invest in and trade with Armenian businesses and make a profit, create jobs and increase exports. The participation of so many businesses and representatives at Expo 2007 is a clear indication that greater trade opportunities exist."

For more information, contact Vahram Pirjanian, CABC, tel.: (416) 574-6704, website: **www.cabcontario.com**.

More ways to network in Guatemala with launch of chamber of commerce

Trade and investment opportunities between Canada and Guatemala solidified further recently with the creation of the Guatemala-Canada Chamber of Commerce.

Peter Gregg, the first president of the chamber and CEO of International Strategic Resources Group, a Canadian investment promotion company, is optimistic about potential in Guatemala.

"Canadian brands such as McCain's, Marco Polo and Blackberry are increasingly well known in Guatemala. A membership with the chamber is a great way to network with key individuals engaged in an increasingly important aspect of the Guatemalan and Canadian trade and investment relationship."

Canadian embassy efforts to bring local buyers to Canada, foster Canadian trade missions to Guatemala and to undertake a targeted market development program are providing important business leads for Canadian companies active in this region.

"Should the pending free trade negotiations between Canada and Guatemala, Honduras, Nicaragua and El Salvador conclude successfully, the Central America region will offer more opportunities for Canadian companies," says Carlos Rojas-Arbulú of the Canadian Embassy in Guatemala.

For more information, contact the Canadian Chamber of Commerce in Guatemala, tel.: (011-502) 2333-7461, website: **www.canchamguate.com**, or Carlos Rojas-Arbulú, Canadian Embassy in Guatemala, tel.: (011-502) 2363-4348, email: **carlos.rojas-arbulu@international.gc.ca**.

Turkish mining fair just around the corner

Izmir, Turkey, February 1-3, 2007 > There will be a Canadian pavilion at **MINEX**, a bi-annual mining, natural resources and technology trade show and conference that attracts a large number of exhibitors and visitors from the domestic and international mining world.

New Turkish mining legislation aims at creating a more liberal industry and encourages international and local investors to take part in the growing Turkish mining sector and to tap its rich mineral resources.

Increasing investment makes the sector more vibrant and creates marketing opportunities for equipment and service providers as well as opportunities for exploration and mine operation.

This year, the Canadian Embassy in Ankara is organizing a Canadian pavilion at this event. Interested Canadian companies in the exploration, equipment, technology and service areas of this sector are invited to participate in the Canadian pavilion, which will include space for one-on-one meetings, a display area and a reception with local contacts.

For more information, or to register for the trade show and conference, contact Akin Kosetorunu, Canadian Embassy in Turkey, email: **akin.kosetorunu@international.gc.ca**, tel.: (011-90-312) 409-2754.

Geomatics partnering mission looking for Canadian participants

Southern Mississippi, March 15-16, 2007 > Canadian specialists in geomatics may want to be part of a partnering mission to NASA's Stennis Space Centre.

The mission will focus on geomatics, geographic information systems, geospatial sciences, ocean technologies and science and technology. The event will promote strategic alliances, joint ventures, technology licensing and research exchanges.

Canadian companies can partner with members of the Mississippi Enterprise for Technology (www.mset.org), a consortium of more than 40 companies and research institutes that focuses on geomatics and other Stennis-based organizations.

NASA's Stennis base, located on the Gulf of Mexico near Biloxi, is the largest geomatics base in the U.S., if not the world. It is also home for the U.S. Naval Oceanographic Office and the National Oceanic and Atmospheric Administration.

Participation is limited and companies are chosen on a first-come, first-served basis. This mission is organized by Industry Canada, in collaboration with the Canadian Consulate General in Atlanta.

For more information, contact Nicolas Arango, Total Trade Services, tel./fax: (416) 601-2227, mobile: (416) 839-9796, email: **totaltrade@sympatico.ca**.

France welcomes the world's music market

Cannes, January 21 - 25, 2007 > MIDEM is a major event for the world's music industry professionals and attracts nearly 10,000 delegates from almost 100 countries, from the recording, publishing, live, sync, digital and mobile sectors.

"Of the 16 plus conferences I attend yearly, MIDEM is by far the most productive," says Terry McBride, CEO of Canada's Nettwerk Music Group.

Beyond its trade show, MIDEM also offers high-level conferences and the hottest concerts and events. Exporters can see the latest trends and performances in this sector and meet with the industry's key players, establish or expand your music network and do business.

For more information, contact Michel Bourque, Canadian Embassy in France, email: **michel.bourque@international.gc.ca**, website: **www.midem.com**.

Shipments of Canadian meat to Egypt set to rise

A delegation of Egyptian inspectors has approved three Canadian abattoirs for halal slaughtering and hygiene, opening doors for greater meat shipments to Egypt.

Officials with the Canadian Embassy in Cairo have been busy contacting Egyptian importers to inform them of this important change. So far, five import licenses have been issued and at least two shipments are on their way to Egypt.

Egyptian regulations state that any exporter looking to sell meat and bi-products must obtain a government import license and these are dependent on slaughterhouses passing inspection for halal slaughtering and hygiene. Only compliant slaughterhouses can be registered with the Egyptian government.

After the BSE crisis hit in 2004, Egypt banned the import of livestock, meat and bi-products from Canada. In 2005, Egypt agreed to allow some Canadian imports of genetic material, deboned veal and offal from animals less than 36 months of age. Today, Canadian officials are working hard to gain greater access to Egypt's lucrative market.

The Canadian Food Inspection Agency, Agriculture and Agri-Food Canada and the Canadian Embassy in Cairo have made numerous representations to the Egyptian authorities in order to lift the ban.

"Egypt is now considering granting the approval for the import of meat and offal for animals over 36 months as well as livestock," says Magdy Ghazal of the Canadian Embassy in Cairo.

Egypt is one of the most lucrative markets for livestock, meat and bi-products in the Middle East. Egypt imports some 450,000 tons of frozen beef and bi-products every year, mainly from Australia, Brazil and the European Union.

For more information, contact Magdy Ghazal, Canadian Embassy in Cairo, tel.: (011-20-2) 791-8700, fax: (011-20-2) 791-8865, email: **magdy.ghazal@international.gc.ca**.

Small firms dominate but do not export

Small and medium-sized enterprises account for the majority (99.87%) of Canadian companies and employ over half (64%) of the labour force as of 2005. But only 1.4% of small firms export. While it is not surprising that fewer SMEs export relative to their larger counterparts, the difference between medium-sized exporters (27%) and small exporters (1.4%) is. This may be of concern as several studies have shown a link between export participation and productivity. There is also evidence that exposure to increased competition, foreign know-how and technologies that comes through export participation has a beneficial effect on a firm's productivity. Purely domestic small firms may be missing out on this productivity potential.

Canadian Businesses Exporting

(percent that export, by size of company)

Small businesses are defined as having less than 100 employees, and medium-sized ones have between 100 and 499 employees.

Data: Statistics Canada.

*Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada (**www.international.gc.ca/eet**)*

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AGRICULTURE, FOOD AND BEVERAGES

Nuremburg, February 15-18, 2007 > Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors should consider exhibiting in the Canada pavilion at **BioFach 2007**, the world's largest and trade show for organic and natural products.
Contact: Brian Bonner, Agriculture and Agri-Food Canada, tel.: (613) 759-7642, fax: (613) 694-2449, email: **bonnerb@agr.gc.ca**, website: **www.ats.agr.gc.ca/biofach** or **www.foodtech.dk**.

ENVIRONMENTAL TECHNOLOGIES

Cartagena, March 19-21, 2007 > The Journal of Cleaner Production and the Andean Centre for Economics in the Environment are organizing **Clean Development Mechanism Markets and Technology Transfer Latin America**, an international conference on the environment and climate technology showcase.
Contact: Claudia Gutierrez, Canadian Embassy in Colombia, tel.: (011-57-1) 657-9854, fax: (011-57-1) 657-9915, email: **claudia.gutierrez@international.gc.ca**, website: **www.bogota.gc.ca**.

ICT

Sao Paulo, April 23-27, 2007 > Held every two years, **electronicAmericas** is an international electrical engineering and electronics fair that focuses on electronic components as well as equipment and machines for the manufacture of electronic components and assemblies.
Contact: Canadian Consulate General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4317, email: **infocentre.brazil@international.gc.ca**, website: **www.canada.org.br**.

CONSUMER PRODUCTS

Shanghai, July 10-12, 2007 > **Propak 2007** is an international trade fair for the processing and packing industries. The Chinese processing and packing market continues to grow and this fair delivers top-quality business contacts every year.
Contact: Marek Szandrowski, Overseas Exhibition Services, tel.: (011-44-20) 7840-2108, email: **mszandrowski@oesallworld.com**, website: **www.allworld exhibitions.com**.

FOREST INDUSTRIES

Hannover, May 14-18, 2007 > **Ligna** is a forestry and wood industries fair. From the harvesting and processing of timber to the industrial production of wood-based end-products and innovative surface treatment technologies, this fair is worth attending.
Contact: Co-Mar Management Services Inc., tel.: 1-800-727-4183, fax: (416) 690-1244, email: **info@hf-canada.com**, website: **www.hf-canada.com**.

OIL & GAS

Port-of-Spain, February 5-6, 2007 > The theme for this year's **Trinidad and Tobago Petroleum Conference** is "Energy and People" and reflects the importance of people as the strategic engine to further the development of a vibrant energy sector.
Contact: Joshua Hodgson, Canadian High Commission in Port-of-Spain, tel.: (011-868) 822-5230, fax: (011-868) 628-2576, email: **joshua.hodgson@international.gc.ca**, website: **www.southchamber.org**.

ENVIRONMENTAL TECHNOLOGIES

Chennai, March 15-17, 2007 > India is one of the biggest and most attractive markets in the world when it comes to water management, so attend **Everything About Water**, an international trade fair dedicated to water management systems, treatment and purification, waste water management and recycling.
Contact: Viney Gupta, Canadian High Commission in New Delhi, tel.: (011-91-11) 4178-2000, email: **viney.gupta@international.gc.ca**, website: **www.eawater.com/expo2007**.

ICT

Phoenix, March 12-16, 2007 > **Nano and Giga Challenges in Electronics and Photonics** is an international symposium and exposition hosted by Arizona State University. A maximum of 500 attendees from local, national and international research centers, companies and governmental agencies will be accepted. Canadian Nobel laureate John Polanyi of the University of Toronto is a speaker.
Contact: Dawn Nagle, Canadian Consulate in Phoenix, tel.: (602) 508-3573, fax: (602) 508-3574, email: **dawn.nagle@international.gc.ca**, website: **http://ngc2007.asu.edu**.

TRANSPORTATION

Munich, June 12-15, 2007 > **Transport Logistic 2007** is an international trade fair for the world of transportation, with a focus on logistics, telematics and transport. The fair boasts ever-growing numbers and attracts the world's top transport companies.
Contact: Brigitte Mertens, Canada Unlimited Inc., tel.: (416) 237-9939, fax: (416) 237-9920, email: **bmertens@canada-unlimited.com**, website: **www.canada-unlimited.com**.

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